

PATENT

MS137797.1

CERTIFICATE OF FACSIMILE

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Date: 12/20/02

Kelly M. Jenkins

*Lorraine
#11/11/02
Response
January 29, 2003*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicants: David E. Heckerman, *et al.*

Examiner: Daniel Lastra

Serial No: 09/450,262

Art Unit: 2162

Filing Date: November 29, 1999

Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH

Box AF
Assistant Commissioner for Patents
U.S. Patent and Trademark Office
Washington, D.C. 20231

REPLY TO FINAL OFFICE ACTION DATED NOVEMBER 19, 2002

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments herein.

AMIN & TUROCY, LLP

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Date: January 27, 2003

TO: EXAMINER Daniel Lastra

FACSIMILE NO.: 703-746-5541

FROM: Kelly M. Jenkins
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24th Floor, National City Center
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No. of Pages Including Cover 10

RE: U. S. Patent Application Serial No. 09/450,262
Applicant: David E. Heckerman
Filing Date: November 29, 1999

Dear Examiner Lastra:

Attached is a copy of our reply timely faxed to the USPTO on December 20, 2002 to the Final Office Action dated November 19, 2002.

Should you have any questions or comments, please let me know.

Regards,


Kelly M. Jenkins
Paralegal

01/27/2003 12:34 FAX 216 696 8731

AMIN, & TUROCY LLP.

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12/28/02 15:59:53

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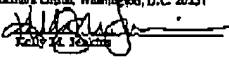
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Date: 12/20/02			
KELLY M. THOMAS			
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE			
In re patent application of:			
Applicants: David E. Hoekerman, et al.		Examiner: Daniel Lasota	
Serial No: 09/450,252		Art Unit: 2162	
Filing Date: November 29, 1999			
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Dear Sir:			
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